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**Subject:** Social Media Weekly - 4/30/2010  
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**Attachments:** [OPSEC Snapshot.pdf](#)

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This week's snapshot is on Operations Security (OPSEC) in social media. More and more our stakeholders are sharing information on our sites about their service and the service of their loved ones -- so how much is too much information with regard to OPSEC? These days we're all information security officers. Knowing what one should say and how to protect the fleet is important. As your command's social media community manager, you are an important line of defense in ensuring safe public conversations on your command's social media presences.

#### This Week Around the Fleet

- Women in submarines - significant effort was invested in communicating the policy change resulting in quality engagements in a variety of Navy properties. Through solid planning and close coordination, the contentious issue was communicated in a credible, compelling and honest way. Good work by all contributing!

- DoD Bloggers Roundtable featured Navy Bureau of Navy Medicine and Surgery's Kirsten Woodward, director of Family Programs Division, as she talked about helping families deal with the stress associated with long deployments. The transcript is at <http://www.fednews.com/transcript.htm?id=20100428t3500> (log in required).

- USS Lincoln completed their second blogger embark, generating much chatter around the Interwebs. Here are a few of the posts generated:

<http://blog.robde.com/2010/04/26/the-trip-of-a-life-time.aspx?ref=rss>  
<http://thorntonkevin.blogspot.com/2010/04/uss-abraham-lincoln-trip-of-lifetime.html>  
<http://scottgulbransen.com/2010/04/29/featured-articles/young-leaders-abound-in-the-us-navy/>  
<http://scottgulbransen.com/2010/04/26/featured-articles/thanks-uss-lincoln-crew/>

#### Follow Friday

Star Wars? No! SPAWAR! Follow them for updates about advanced communications and information capabilities support to the fleet: <http://twitter.com/SPAWARHQ>

Jeremiah Owyang is a social media thought leader and schools up all his tweeps on how to measure social media: <http://twitter.com/jowyang>

#### Metric of the Week

How do you measure audience engagement? Try this simple math, dividing the sum of comments, shares and trackbacks by total views:

Comments + Shares + Trackbacks = Audience Engagement

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Total Views

#### Ready Room Reading

Making a military-grade case for social media:

<http://smartblogs.com/socialmedia/2010/04/23/making-a-military-grade-case-for-social-media/>

Navy Recruiting YouTube channel featured as best practice:

<http://mashable.com/2010/04/26/branded-youtube-channel/>

Super secret SEO training from SEO Workshop for Communicators:

<http://www.slideshare.net/secret/o7GCZ3W47akpxH>

HOW TO: Spring clean your Twitter account:

<http://mashable.com/2010/04/26/twitter-organize/>

HOW TO: Disable Facebook's "instant personalization" [PRIVACY]:

<http://mashable.com/2010/04/25/disable-facebook-instant-personalization>

21 essential social media resources you may have missed:

<http://mashable.com/2010/04/24/essential-social-media-resources>

New report details the state of Twitter [STATS]:

<http://mashable.com/2010/04/29/twitter-usage-america/>

Facebook privacy: 8 ways to protect yourself:

<http://www.pcmag.com/article2/0,2817,2363178,00.asp>

Facebook's high pressure tactics: Opt-in or else:

[http://www.readriteweb.com/archives/facebooks\\_high\\_pressure\\_tactics\\_opt-in\\_or\\_else.php](http://www.readriteweb.com/archives/facebooks_high_pressure_tactics_opt-in_or_else.php)

Time to audit your Facebook privacy settings, here's how:

<http://www.fastcompany.com/1624745/time-to-audit-your-facebook-privacy-settings>

12 tips to engage people on Twitter:

<http://www.socialmediaexaminer.com/12-tips-to-engage-people-on-twitter/>

Russian hacker selling 1.5 million Facebook accounts:

<http://mashable.com/2010/04/23/hacker-facebook/>

The problem with community pages:

<http://www.allfacebook.com/2010/04/the-problem-with-community-pages>

Report: Facebook Is top searched term In the United States:

<http://www.allfacebook.com/2010/04/report-facebook-is-top-searched-term-in-the-us>

Senators tell Facebook: Tighten privacy policy:

<http://www.washingtonpost.com/wp-dyn/content/article/2010/04/27/AR2010042702969.html>

Retired Vice Admiral John "Boomer" Stufflebeem is blogging:

<http://johnstufflebeem.blogspot.com/>

eBook (in lieu of old school book this week only): Web Analytics Demystified and Altimeter Group Social Marketing Analysis: A New Framework for Measuring Results in Social Media at

[http://www.webanalyticsdemystified.com/downloads/Web\\_Analytics\\_Demystified\\_Altimeter-Social-Media\\_Analytics.pdf](http://www.webanalyticsdemystified.com/downloads/Web_Analytics_Demystified_Altimeter-Social-Media_Analytics.pdf)

As always, keep an eye on the Navy's social media delicious page for bookmarks of all the latest articles and news we think you'd want to know at <http://www.delicious.com/navysocialmedia> and find archives of these weekly snapshots on SlideShare at <http://www.slideshare.net/USNavySocialMedia> .

Have a fine Navy day!

Very respectfully,  
Kaye

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